# BEN LONG

CREATIVE TECHNOLOGIST

New York, NY | balong85@gmail.com | itsbenlong.com | LinkedIn

Creative director and technologist creating AI tools and interactive experiences. Co-founder of Hemingway Editor, used by millions. Work for American Express, Microsoft, Target, and AT&T.

## EXPERIENCE

**Co-Founder · Hemingway Editor**
2014–Present

Co-founded the AI-powered writing app used by millions. Led prompt engineering for Hemingway Editor Plus and prototyped a Microsoft Word add-in, a Google Docs extension and custom brand style guides. Led web, social, influencer and reseller marketing.

**Creative Director / Associate Creative Director · The Team**
Creative Director: May–Jul 2024 | Associate Creative Director: Aug 2021–May 2024

Creative lead for American Express Formula 1 work. Led AT&T gaming and esports creative, including a VRChat world with 100 Thieves and a custom Fortnite map for the Annihilator Cup. Wrote and directed a 120-foot water-projection show for TwitchCon San Diego, coordinating concept artists, 3D animation, motion capture and stunts. Led and mentored junior creatives.

**Senior Copywriter · The Team**
Aug 2019–Aug 2020

**Copywriter · Advantage Customer Experience**
Jun 2017–Aug 2019

**Copywriter · Brand Connections**
Dec 2013–Jun 2017

## SELECTED PROJECTS

**Jamfetti** Web app allowing anyone to create music with beat-quantized notes and 12 WebGL 2 visualizers; over 100,000 users in its first week.

**ADHTV** Created the first fully AI-generated sketch comedy show with a production pipeline using Sora 2, ElevenLabs, Gemini and Suno; 1.5 million+ views.

**Conan O'Brien VR** Wrote and directed a virtual reality experience for San Diego Comic-Con.

## CAPABILITIES

Creative direction · Copywriting · Rapid prototyping · Prompt engineering · AI video production · Interactive experiences · VR and immersive storytelling

## EDUCATION

**University of North Carolina at Chapel Hill** | 2013
BA Journalism and Communications